

Press release
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Maximum laundry care for every home: Miele expands its W2/T2 generation

- ▶ Greater convenience and flexibility in everyday life and across all price ranges – with a load capacity of up to 11 kg and intelligent programmes
- ▶ Modern, clean and consistent design language

Gütersloh/Berlin, September 2, 2026 – Your favourite jumper. The perfectly fitting jeans. The shirt for special occasions. Some items of clothing are far more than just fabric. They bring back memories of special moments, emphasise your personal style and often stay with us for many years. Precisely because people are now choosing their clothes more carefully, expectations regarding laundry care are also rising. Having already introduced the Diamond Class – the top-of-the-range models of the new generation – two years ago with the W2/T2 Nova Edition, Miele is now following this up with the Platinum, Gold and Silver classes. With the expansion of the new W2/T2 generation, Miele brings the highest level of convenience to every price range.

“For over 125 years, we have been developing laundry care products with a clear aim: to make our customers’ everyday lives noticeably easier. With the expansion of our W2/T2 generation, we are bringing attractive and innovative appliances into significantly more households. Miele’s innovations focus on three key aspects: achieving the best possible care results, preserving the life of garments for many years, and making the process as easy as possible for the user,” says Dr. Clemens Philippson, Senior Vice President Business Unit Laundry at Miele.

Gentle laundry care for every fabric

Clothes shouldn’t just be cleaned; they should last as long as possible. That’s why the new generation continues to feature particularly gentle drums – from the proven Miele Honeycomb Drum to the InfinityCare drum in the top-of-the-range W2 Nova Edition.

With the ‘Pre-ironing’ feature, the laundry is smoothed out at the end of the selected wash programme, significantly reducing the amount of ironing required later on. This function is available across all appliance categories in the new generation.

But gentle care doesn’t stop at washing. Out of concern that delicate garments might be damaged during drying, they are often hung on a clothes horse as a precaution. With

DryCare 40, this precaution is no longer necessary in many cases: virtually all*¹ textiles that can be washed at 40°C can then be dried straight away in the tumble dryer – without any need for pre-sorting. Miele also offers a convenient solution for delicate woollens: with WoolDry*², even hand-washable woollens are dried particularly gently – for soft, fluffy garments that retain their shape.

Laundry care that adapts to everyday life

Sometimes it's just the shirt for your next appointment. Sometimes it's the dress for the evening. And at the weekend, there's a huge pile of laundry for the whole family to wash. With a load capacity of up to 11 kilograms, flexible programmes and short cycle times, the new generation offers the right solution for every everyday situation:

If the machine isn't quite full: SmartMatic makes it possible to wash even small loads with a clear conscience – whilst maintaining a consistent consumption of water, energy and detergent per kilogramme of laundry.

When you're in a hurry: QuickPowerWash and -Dry offer short wash and dry cycles in just 49 minutes (up to 4 kg) – without compromising on the quality of the wash and dry results.

When flexibility is key: With FlexMatic, you decide for yourself whether you want your laundry to be ready as quickly as possible, or whether you want it to be washed or dried in the most energy-efficient way. If you simply set an end time, the appliance will make the decision for you. FlexMatic automatically selects the most energy-efficient cycle within the available time slot. This feature will be available in the top-of-the-range W2/T2 Nova Edition model from spring 2027.

If different fabrics are being washed: Jeans, woollens and silk generally require different detergents. With TwinDos, the automatic dispensing system takes care of this for you. The two-phase washing system automatically dispenses the correct amount of detergent (UltraPhase 1 and 2) and can wash even delicate fabrics such as wool or silk without the need for a separate specialist detergent. This saves you the hassle and makes laundry care even easier.

Modern design for modern living spaces

Washing machines and tumble dryers are no longer confined to the cellar. They are increasingly becoming a visible part of the living area or utility room – and with that, the demands placed on their design are also rising. The new generation therefore follows a common design language across all appliance categories, with each category featuring its

own distinctive design elements. Modern control panels and high-quality glass doors that are more than 25 percent^{*3} larger – for even more convenient loading and unloading – combine functionality with modern design in the new laundry care appliances.

Sustainability starts with durable appliances

For Miele, sustainability means more than just low energy consumption. It is reflected in durable appliances and laundry care that preserves clothes for as long as possible. All models of the new washing machines exceed the top energy efficiency class A by at least 20 percent and, depending on the model, by up to 60 percent (from spring 2027).

Selected models of the tumble dryers also achieve the highest energy efficiency class, A. Naturally, the new Miele washing machines and tumble dryers are also tested for a service life of up to 20 years. This is complemented by the 25-year motor guarantee. It is a testament to the Miele quality promise and the commitment to developing durable products.

Another quality feature of the tumble dryers is the DryProtect technology. An additional filter system provides long-term protection for the heat exchanger against lint. This ensures that short programme times and high energy efficiency are maintained throughout the appliance's entire service life.

All W2/T2 models are network-ready.

The expansion of the W2/T2 generation will begin in Germany in October 2026 with the Gold and Platinum^{*4} marketing classes. Further appliances will follow in March 2027.

^{*1}Not suitable for wool or silk.

^{*2}For particularly delicate wools such as cashmere, angora or camel hair, we recommend air drying or using the Miele dryer basket.

^{*3}compared with W1 models.

^{*4}selected models.

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About Miele: Since 1899, Miele has lived up to its brand promise “Immer Besser” in terms of quality, innovation, and timeless elegance. The globally active company for premium domestic appliances delights customers with pioneering solutions for the connected home. In addition, Miele offers appliances, systems and services for commercial use, such as in hotels or care facilities as well as in medical technology. With its durable and energy-saving appliances, Miele helps its customers make their daily lives as sustainable as possible. The company is owned by the two founding families, Miele and Zinkann. In the 2025 business year, Miele generated a turnover of 5.16 billion Euros with approximately 23,000 employees. Its global network comprises 19 production plants and 49 service and sales subsidiaries (as of March 2026). The company has its headquarters in Gütersloh, North Rhine-Westphalia.

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Photo 1: Having already unveiled the top-of-the-range models in the W2/T2 generation (Nova), Miele is now rounding off the generation with the Platinum, Gold and Silver ranges, thereby bringing many of the top models' convenience features to further models. (Photo: Miele)



Photo 2: Wash whenever it suits your daily routine: the SmartMatic automatic programme washes up to six kilograms of laundry whilst maintaining a consistent consumption of water, energy and detergent per kilogram – regardless of how full the drum is. (Photo: Miele)



Photo 3: No more need for a separate specialist detergent: with TwinDos, the automatic dispensing system from Miele, the two-phase UltraPhase detergent is automatically dispensed in the correct quantity – even for delicate fabrics such as woollen or silk items. (Photo: Miele)



Photo 4: No need to use the clothes rack: with DryCare 40*¹, almost all fabrics that are washable at 40 °C can then be dried straight away in the tumble dryer. (Photo: Miele)



Photo 5: A new, consistent design language: modern user interfaces, high-quality glass doors and a porthole door that is more than 25 percent*³ larger are features shared by the W2/T2 models across all appliance categories – ensuring a premium look and feel and greater convenience when loading and unloading. (Photo: Miele)



Photo 6: A new, consistent design language: modern user interfaces, high-quality glass doors and a porthole door that is more than 25 percent*³ larger are features shared by the W2/T2 models across all appliance categories – ensuring a premium look and feel and greater convenience when loading and unloading. (Photo: Miele)



Photo 7: Two years ago, Miele unveiled the Diamond Class – the top-of-the-range models of the new generation – with the W2/T2 Nova Edition. (Photo: Miele)

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